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**Solar Power International Breaks Attendance Records
and Reports Strong Interest in Solar Across Economic Sectors**

*U.S. Solar Market Poised for Continued Growth in 2010;
Electric Utilities Continue to Make Major Investments in Solar Energy;
Industry Leaders Vow to Fight for Energy Reform*

ANAHEIM, Calif. — [Solar Power International 2009](#), the largest business-to-business solar energy conference and expo in North America, broke attendance records for the sixth year in a row last week. The 2009 conference drew more than 24,000 industry professionals, an increase from 17,500 in the previous year. Attendees originated from 99 countries and a broad cross-section of solar and related industries, including electric utilities, construction and investment banking. The annual Public Night event, open free to the general public, attracted an additional 3,000* people from the Southern California region.

The exhibit floor more than doubled in size from the previous year, featuring 929 companies from every part of the solar value chain. Industry leaders predicted growth in 2010 due to pent-up demand in emerging markets, the falling cost of solar electric power generation, the increased involvement of electric utility sector, and the confluence of business innovation and progressive energy policy. Politicians, dignitaries and celebrities converged on Anaheim to speak of the vast potential of solar to create a new, clean energy economy.

Growing attendance prompted the co-presenters of the conference, Solar Electric Power Association (SEPA) and Solar Energy Industries Association (SEIA), to create a new entity, Solar Energy Trade Show LLC, which will produce future events such as Solar Power International 2010 (Oct. 12-14, 2010, in Los Angeles) and the upcoming PV America 2010 (April 8-10, 2010, in Washington, D.C.).

“Solar Power International was recently named one of *Trade Show Week’s* ‘Fastest 50’ growing conferences, but it is also one of the most inclusive. Year after year, our sold-out event attracts thousands of new participants from an increasing range of countries and economic sectors,” said Julia Hamm, executive director of SEPA. “The 2009 event was our most diverse yet, with 27 percent attending from outside the U.S. As the U.S. solar market matures, it is our top priority to remain vital and accessible to industry veterans and newcomers alike. We are excited to continue our partnership with SEIA through the Solar Energy Trade Show LLC, producing not just Solar Power International but a series of business-to-business events for our growing customer base.”

“The size and scope of Solar Power International reflects solar energy’s potential as an engine of economic growth,” said Rhone Resch, president and CEO of SEIA. “Now, as attendees head back to their offices and project sites, they need to focus the energy they felt at SPI onto their local and federal leaders, and demand policies which allow solar to compete fairly, let consumers to choose, and expand the U.S. solar market. We’re headed back to Washington ready to lead the fight to foster a policy environment that will create more jobs and more opportunities for consumers to go solar. We need everyone in the solar industry to come together and put our message into practice.”

RECAP OF CONFERENCE HIGHLIGHTS

1. [Videos](#) of all three General Sessions, including SEIA and SEPA welcome remarks, as well as keynote speakers U.S. Secretary of Labor Hilda Solis, New Mexico Governor Bill Richardson, Robert F. Kennedy Jr. and Ed Begley Jr.
2. Full text of [U.S. Secretary of Labor Solis’ keynote speech](#)
3. Full text of SEIA President and CEO Rhone Resch’s [“Solar Bill of Rights”](#)
4. SEIA and SEPA announce [new LLC](#)
5. SEPA announces new [Web site](#)

KEY SOURCES FOR CONFERENCE NEWS

1. [SPI](#), [SEIA](#) and [SEPA](#) Web sites
2. [Exhibitor news page](#) on SPI Web site (sort by company, date or title)
3. SPI '09 on [Facebook](#) and [Flickr](#) and [Twitter](#) (conference hashtag is #solpwr09) – join the conversation!

The Solar Electric Power Association SEPA is comprised of over 700 utilities and solar industry members. From national events to one-on-one counseling, SEPA is the go-to resource for unbiased and actionable solar intelligence. Breaking down information overload into business reality, SEPA takes the time and risk out of implementing solar business plans and helps turn new technologies into new opportunities. www.solarelectricpower.org

Solar Energy Industries Association Established in 1974, the Solar Energy Industries Association is the national trade association of the solar energy industry. As the voice of the industry, SEIA works with its 1,000 members to make solar a mainstream and significant energy source by expanding markets, removing market barriers, strengthening the industry and educating the public on the benefits of solar energy. www.seia.org

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